



Chock-Full
of descriptive
illustrations!

Graphic Graflex Photography, open to Page 129, shows one of the many photographs used in the detailed chapter "Illumination and its Control." Typical of the entire book, these pages are chock-full of information — discussing photography with single light sources through to fluorescent lamps!

INVITE THESE NOTED PHOTO-EXPERTS TO CHAT WITH YOU ABOUT BETTER PICTURES

Ansel Adams, Director, Department of Photography, California School of Fine Arts . . . John W. McFarlane, Eastman Kodak Company, . . . Frank Scherschel, LIFE photographer . . . Earle Theisen, LOOK photographer . . . and many, many more are represented in this book—ready for you to refer to and obtain all the help and information that years of

experience have accumulated. Now is the time to invite them into your home to give you the benefit of their knowledge. And you can have this wealth of information at your finger-tips for years to come!

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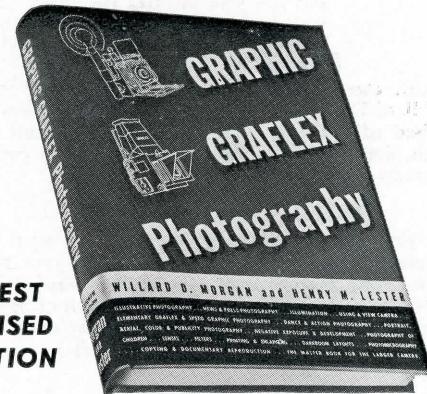
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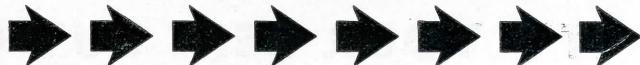


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LOOK AT THIS OUTLINE LIST OF CONTENTS!

1. Elementary Grafex and Speed Graphic Photography—fundamental working information for the larger camera.
2. Negative Exposure and Development—better exposures made easy.
3. Your Lens—designed to clarify much mis-information.
4. How To Use Filters—in every application.
5. A Design For Printing—step-by-step procedures.
6. Understanding Photographic Printing—paper grades and surfaces—enlarging—testing.
7. Kodachrome Photography—complete, working information.
8. Ansco Color—lighting and exposure, processing.
9. Illumination And Its Control—actual camera and light positions.
10. Portrait Photography—Composition, lighting, flash.
11. Composition And The View Camera—first modern treatise on the View Camera.
12. Perspective Control And View Camera Technique—exact descriptions with diagrams.
13. Documentary Reproduction—complete working directions.
14. Action Photography—for the beginner and experienced photographer.
15. Photographing The Dance—full details about a new and important field.
16. Synchroflash Photography—flashlamps, synchronizers, exposure, colorflash, techniques.
17. Flash Problems And Their Solutions—by a famous magazine photographer.
18. News and Press Photography—profusely illustrated; complete explanations.
19. The Syndicates And Metropolitan Press Photography—behind the scenes of thrilling news pictures.
20. Publicity Photography—practical story of a million-dollar field.
21. Illustrative And Advertising Photography—producing successful pictures.
22. Photography In Criminology—a growing field.
23. Photography Of Children—dear to everyone's heart.
24. Aerial Photography—new visions, thrills and viewpoints.
25. The Photographic Darkroom—complete with plans.
26. Photomicrography With The Grafex—details and the most outstanding examples.
27. Personnel Identification Photography—full of new possibilities.
28. Exploded Views—described in detail for the first time.
29. Grafex And Graphic Equipment—all models, all accessories for the larger camera.

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